

# Chapter 3

## **Social, Mobile, and Digital Marketing**

- Understand why social media is important
- Recognize and understand the three components of a social media strategy

# Technology Evolution

## Mid-to-late-1990s

- 1997:** 37% of households have computers, 18% have internet access
- 1999:** First Blackberry available

## 2000–2006

- 2002:** Wi-Fi became common
- 2003:** 62% of households have computers, 55% have internet access
- 2006:** <10% of mobile phone users have a smartphone

## 2007–2011

- 2007:** First iPhone released
- 2008:** Apple's App Store launched
- 2009:** 70% of households have computers, 70% have internet access
- 2011:** iPad, Tablet, and Geolocation become common
- 2011:** 40% of mobile phone users have a smartphone

## End of 2016

- 98%** of American adults have a cell phone
- 77%** of American adults have a smartphone
- 69%** of Americans use social media
- One-in-ten** American adults are “smartphone-only” internet users



## WHY GO SOCIAL?

What is the value of having a social presence online? Here are a few reasons small businesses should be part of the social media scene.

### NEW CUSTOMERS

**78%** of small businesses now get at least one quarter of new customers via social media

**61%** of young people refer to social media to decide where to go when they go out

### CUSTOMER ENGAGEMENT

**27%**

27% of Americans check their social networks several times a day.

**35%**

35% of Americans check brand pages regularly as part of their social media activity.

**27%**

All together, social media takes up 27% of time spent online.

### REACH

**200 MILLION** Twitter has 200 million active users.

**1 BILLION** Facebook boasts 1 billion active users.

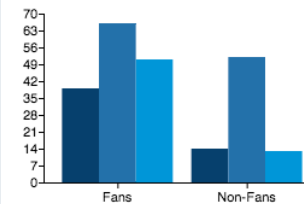
**343 MILLION** Google+ is gaining ground with 343 million active users.

**225 MILLION** LinkedIn has 225 million active users.

### A LOT OF OPTIONS



### SOCIAL HABITS OF FACEBOOK BRAND FANS



Research Products  
Share Information  
Connect with Brands

Facebook fans tend to be super consumers: they spend 43% more than non-fans on average.

### SOURCES

Forbes "YourBusiness Needs to Get Social, Local and Mobile-Fast"  
 LinkedIn Blog, "The Evolution of LinkedIn"  
 MarketingProfs, "Average Value of a Facebook Brand Fan Increases 28%"  
 "Social Networking: 45% Check out Brands' Pages"  
 "Social Takes up to 27% of Time Spent Online"  
 "World Internet Stats: Websites, Email, Social Media, and More"  
 MediaPost, "Online Radio reaches 88 Million Listeners Weekly"  
 Street Fight, "Study: 82% of SMBs Use Facebook for Marketing, 25% Use Twitter"  
 ZDNet "Google+ Moves Up to Second Place on Social Networks"

CREATED BY RADIATE MEDIA WWW.RADIATEMEDIA.COM

<https://medium.com/@ipestov/todays-incredible-numbers-about-social-media-a6b1ff2ca887>



Social media is one of the cheapest ways to advertise!

The ROI of

## Social Media vs Traditional Advertising

### How much does it cost to reach customers?

A good way to calculate the effectiveness of an advertising campaign is by determining how much it costs to reach 1,000 people, also known as CPM. Here's the breakdown of the average CPM per media channel.

### Cost per Thousand



### The results (from least to most expensive)



**Social Media**

#1



**Billboards**

#2



**Magazine**

#3



**Direct Mail**

#4



### Beyond the Numbers

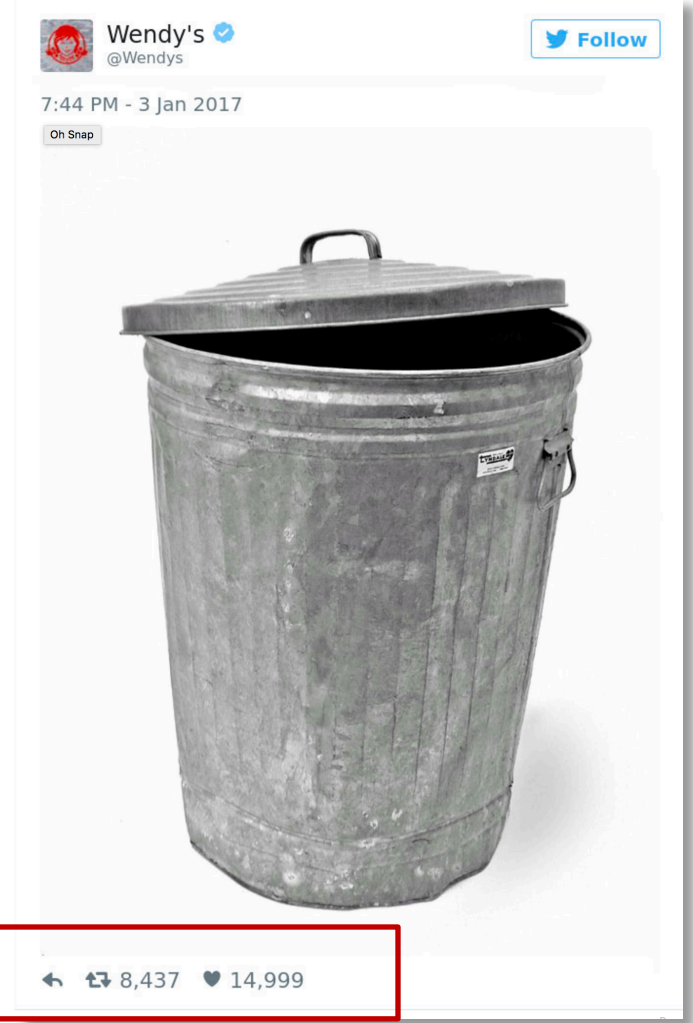
The numbers show that social media has is the most cost effective platform to advertise on, compared to other traditional methods. What makes it even better is the targeting features available on platforms like Facebook and Instagram. You can pinpoint your audience much better than any billboard, magazine, or other print method ever can.

Source: <http://smallbusiness.chron.com/typical-cpm-74763.html>



More at: <http://www.boredpanda.com/funny-wendy-jokes/>

# Engage: Wendy's on Twitter



More at: <http://www.boredpanda.com/funny-wendy-jokes/>

CASE STUDY

## Share the love: how Target positively influences shopping intent with engagement



### Key results

69%

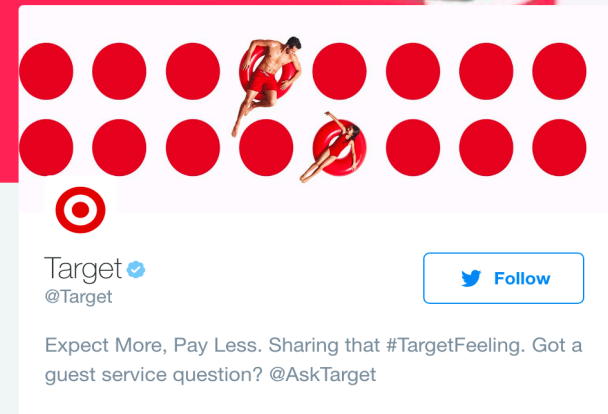
more likely to shop with interactive brands

58%

more loyal to @Target

62%

more likely to use @Target for service



#### Tags

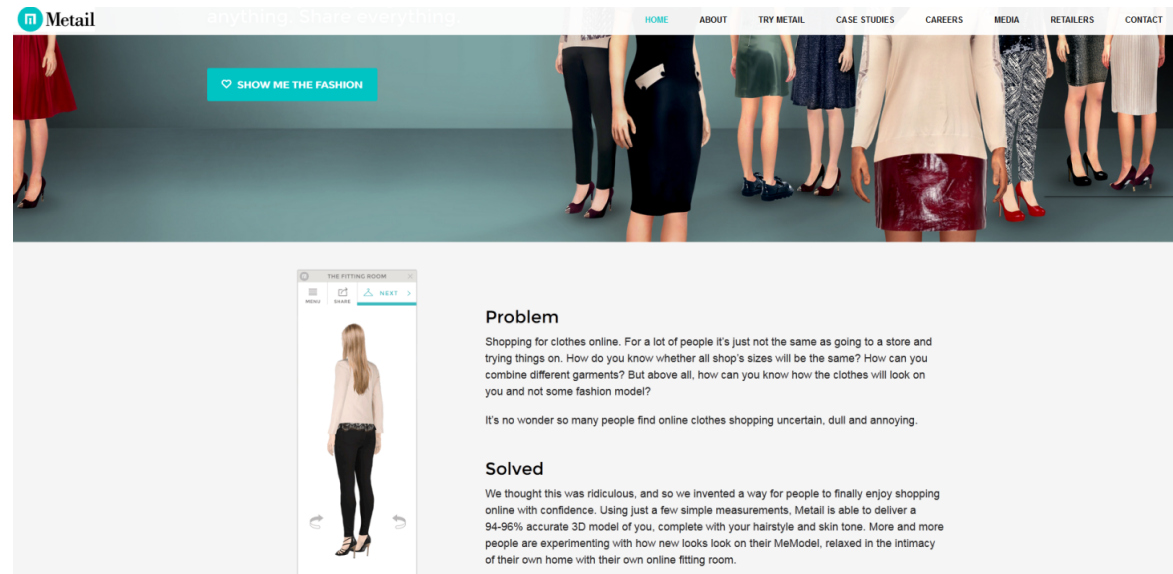
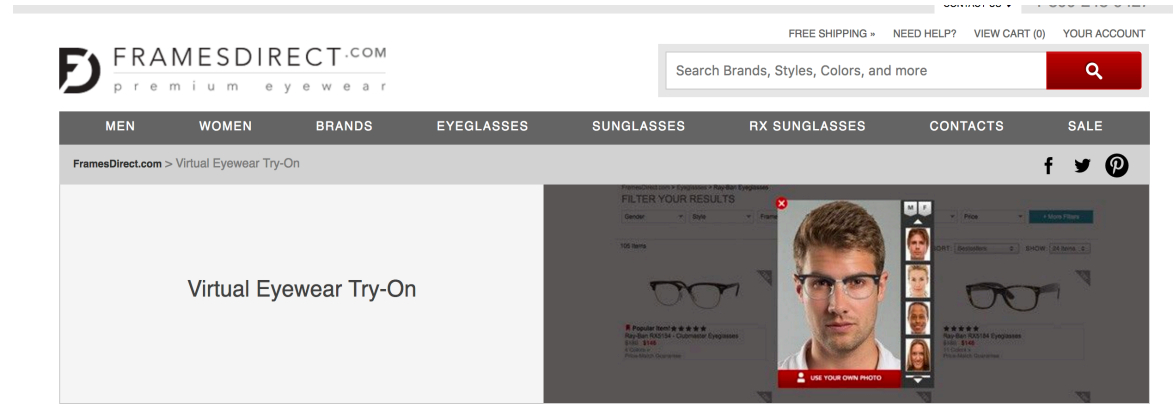
Audience Insights • Case Study • Create Engagement • Retail • United States

# Experiencing a Product or Service

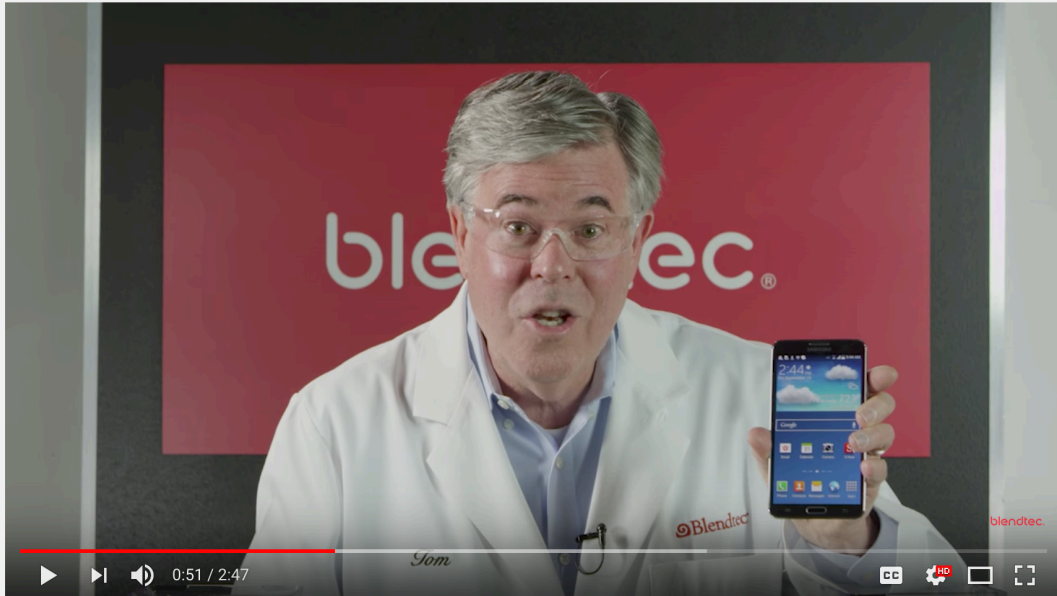
Information about a firm's goods and services

Simulating real experiences

Can generate shares, likes, and other word-of-mouth exposure



## Youtube: Will it Blend?



The video player shows a man in a white lab coat, identified as Tom, holding an iPhone 6 Plus. He is standing in front of a red background with the Blendtec logo. The video player interface includes a progress bar at 0:51 / 2:47, a play button, a volume icon, and a 'CC' icon. The video title is 'Will it Blend? - iPhone 6 Plus' by Blendtec. The channel name is '@blendtec' with a 'Subscribe' button and '901K' subscribers. The video has '5,717,979 views', '34,616' likes, and '4,159' comments.

Will it Blend? - iPhone 6 Plus

Blendtec

@blendtec [Subscribe](#) 901K

5,717,979 views

+ Add to [Share](#) [More](#)

34,616 4,159

## Quick Online Review Stats

**85%**

As estimated 85 percent of consumers read online reviews, according to Bright-Local's 2013 Local Consumer Review Survey.

**79%**

This represents an increase from 76% compared to a similar study conducted in

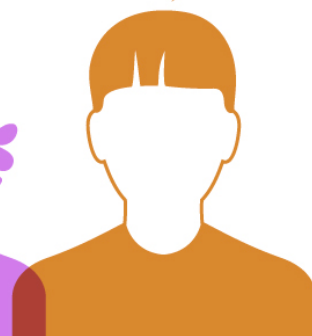
**20%**

An increase of an overall satisfaction rating by one star (on a five star rating basis) has been shown to increase sales by about 20 percent.

**79%**

Of those consumers reading reviews, 79 percent say they trust reviews as much as they would the personal recommendation of a friend or family

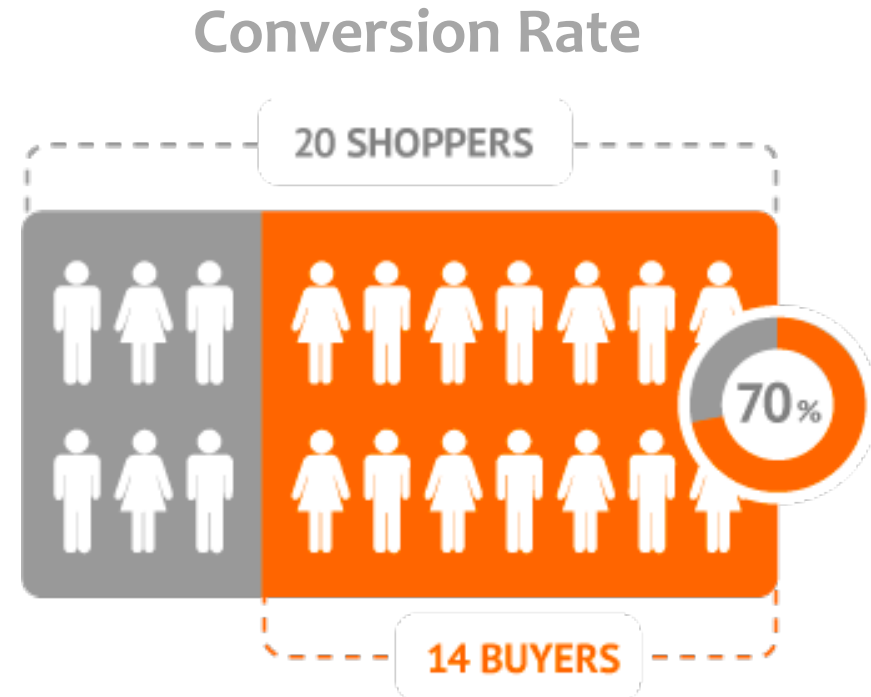
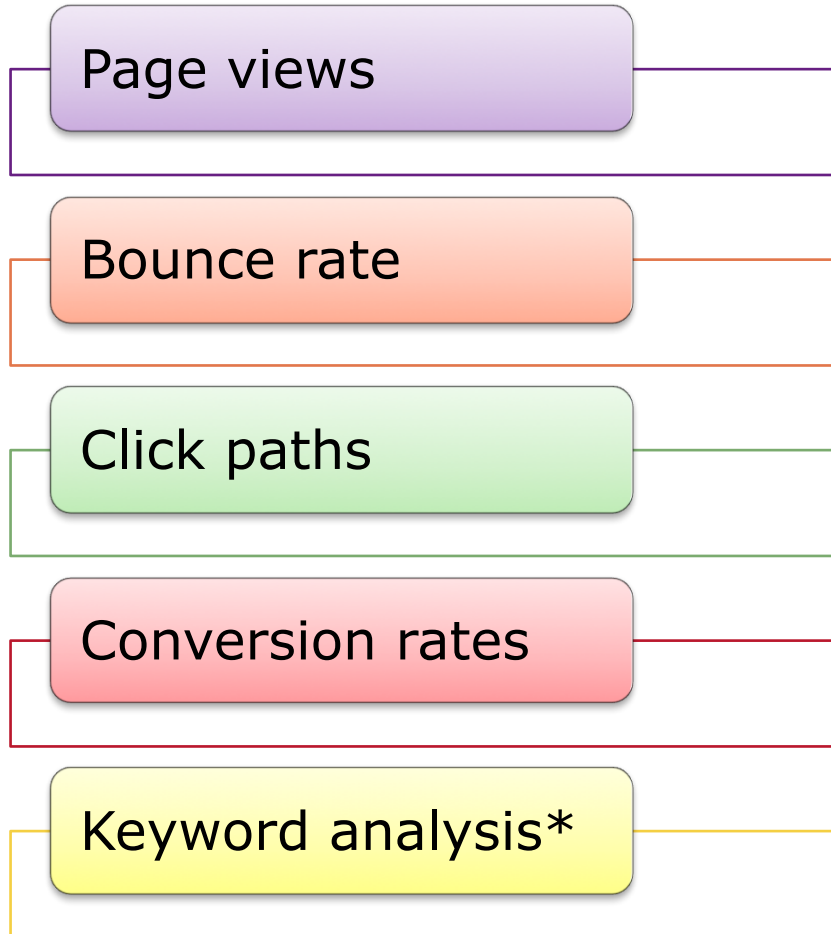
**Yes,  
I trust  
reviews!**



[acuwebservices.com](http://acuwebservices.com)







\*Google AdWords = highly focused on keywords



# Social Media Marketing Campaign

Identify  
strategies  
and goals



Identify  
target  
audience



Campaign:  
Experiment  
and engage



Allocate  
budget



Monitor &  
change

## Eggo - Kellogg's and Netflix

[Eggo](#) is the name of the social media campaign and the product the campaign is trying to plug.

What's an Eggo, you say? Just to clear things up, an Eggo is basically a frozen waffle from Kellogg's - a product they placed throughout season one of Netflix original show, Stranger Things.



According to Digital Parrot, Stranger Things is said to be most popular digital original series to date. Of course, by people seeing one of the main characters, Eleven, scoffing them down on the show, Eggo gained a colossal amount of exposure, but to help encourage more conversions and improve their social engagement, Kellogg's took to Twitter.

<https://digitalmarketinginstitute.com/blog/2017-4-4-the-5-best-social-media-campaigns-of-2017-so-far>

- <https://website.grader.com>
- <https://sproutsocial.com/insights/digital-marketing-tools/>